Whitman

STAMP & COIN SUPPLY MERCHANDISER

WHITMAN HOBBY DIVISION • WESTERN PUBLISHING COMPANY, INC.

JANUARY-FEBRUARY, 1969 RACINE, WISCONSIN Vol. 8 No. 1

MERCHANDISER RETURNS AFTER TWO-YEAR HIATUS

Limbo is a nice place to visit, but we sure wouldn't want to live there. So now, after a two-year absence, the Merchandiser returns. As in the past, it will be published on a regular bi-monthly schedule and will be sent without charge to all Whitman stamp and coin supply dealers.

Stamp Product Editor for the *Merchandiser* will be Ervin J. Felix, Senior Stamp Editor of the Whitman stamp supply line since its inception in 1966 and an internationally known philatelic authority. His extensive and lengthy background in both wholesale and retail merchandising insures readers of an able and well qualified man for the job.

Ken Bressett

Kenneth Bressett will serve as editor for Coin products. Publication of the first series of *Merchandisers* issued from 1960 through 1966 was also under his direction. Formerly senior editor of the *Whitman Numismatic Journal*, he has authored a number of coin reference books and continues

Erv Felix

to serve as coordinating editor of all Whitman coin publications.

The purpose of this newsletter is to acquaint you with the full line of Whitman stamp and coin supplies, to keep you up to date on new products, price changes and collecting trends, and to offer timely tips on all merchandising programs that can increase your business and profit.

Additionally, we want to strengthen the line of communication between manufacturer and dealer. We would like to hear from you and learn how we can better serve you with necessary products, more salable packaging, or whatever ways we can be of service. We would also like to hear of your success stories so that other dealers may profit from your experiences.

In short, we want to start the new year off right and help our dealer friends in every way possible to take advantage of extra sales in these two most popular hobby fields. Stamps and coins are still the leading collector pursuits, and it is the object of each of us to serve these collectors. We believe that the Whitman line of stamp and coin supplies is the best, most authoritative, and most sought after in both of these hobbies. Our New Year resolution is to help you to participate more fully in this market.

Perhaps one of your problems has been in finding a Whitman jobber representative in your area. We constantly receive inquiries of this nature. If this is the case, please contact us directly and we will see that you receive the name of a jobber in your area. These jobbers will call on you and acquaint you with the entire Whitman line. They stand ready to supply you with the complete range of Whitman stamp and coin supplies, and will take care of your every need.

Service, integrity, and prestige is the Whitman by-line. Let us know how we can best serve you.

NEW WHITMAN 2" x 2" CARDBOARD COIN MOUNTS

Whitman has just introduced a new and vastly improved 2" x 2" Cardboard Coin Mount. These new holders offer excellent protection for inexpensive coins. They may be sealed by simple staples. Collectors will appreciate this new product as it eliminates the bother of inserting individual windows and the hazard of an unreliable self-sealing adhesive.

This type of Cardboard Coin Mount has been popular with hobbyists for many years and we believe that the new Whitman Mount will receive immediate and grateful acceptance by all collectors. As an added feature, a new size for dollar coins has been included in the series.

(Continued on page 4)

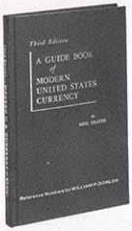
AWARD WINNING PAPER MONEY BOOK IN THIRD EDITION

Whitman's newest book release is the revised third edition of Neil Shafer's *A Guide Book of Modern United States Currency*. This book has become the standard reference volume for all collectors of "small size" United States issues. The new publication, while similar in pattern to previous editions, has been completely updated, with current market values shown for each of the hundreds of different notes in this series. Latest facts are also included concerning new printing techniques and the just-released $100 United States note.

Neil Shafer

In 1967 Neil Shafer won the Nathan Gold Memorial Award in outstanding achievement for authoring this catalog. The 160-page catalog is the only hard bound reference book on this subject and thus a favorite of all collectors. Its modest price, suggested $2.00 retail, makes it a tremendous value. The listings include pictures of every type and variety of all United States small size currency. Values and quantities printed are also shown for every issue. Special chapters illustrate sheet construction of these notes, rarity ratings, and error and misprinted notes. Whitman stock number of this book is 9373. It is rated as one of the top best sellers in the Whitman line.

Author Shafer has been a full time employee of Western Publishing Company's Whitman Division since 1962. He is ranked as one of the nation's leading authorities on the subject of



paper money. Our photographer caught him commenting on one of the oldest pieces of paper money—the 13-1/2" x 8-3/4" 1 Kwan note of the Ming dynasty issued in China approximately 600 years ago. This large note, he explained, was reported by Marco Polo as having been current money in Cathay. Its value was assured by the fact that anyone failing to honor it would be beheaded. This was not much backing for the world's first paper money, but the scheme worked for several hundred years. Neil compared the note to a piece of modern United States currency, which he noted was much smaller in size. There are probably other differences!

NEW EDITION OF POPULAR WHITMAN 29¢ CHECK LIST

How do collectors remember which coins they have, or which they still need? Easy! They all use a check list. Every collector of United States coins either needs or uses a check list and record book. Chances are that most users are ready for an updated book listing all of this year's coins.

There are somewhere around five million collectors in the United States, and even if they don't *all* want a check list there are plenty that do. So this is your potential market, and Whitman has the ideal book that is perfect for all collectors—the *Basic Check List and Record Book of United States Coins*. The suggested retail price is still only 29¢, and who wouldn't want a new edition at such a bargain?

Whitman's updated Check List covers every regular United States copper, nickel, and silver coin from 1793 to the current 1968 issues. Proof sets are also included and important major varieties are listed along with official coinage records for every date and mint. Six condition columns give collectors space to record every coin owned. An attractive multi-colored cover tops off the whole 64 page package, which fits neatly into a 3" x 4-1/4" pocket (that's where collectors like to carry it).

What more could a collector ask for? But we haven't forgotten the dealers and jobbers either. Whitman Check Lists are available in two packs: bulk, in dozen packages, No. 9382; and in a handy hanging type blister pack, No. 9855, also one dozen per package. Both at attractive prices that spell profit.

CURRENT PRICES PROVIDED FOR JUDD PATTERN BOOK

The July 1968 issue of the *Whitman Numismatic Journal* contained a listing of the current market values of United States pattern coins. This information, in effect, updates the listings in Whitman's standard catalog on the subject, *United States Pattern, Experimental and Trial Pieces*, by Dr. J. Hewitt Judd, No. 9059. As a special feature while supplies last, a copy of this issue of the *Whitman Journal* will be attached to each copy of the Pattern Book at no increase in price.

The current third edition of Dr. Judd's book is complete and authoritative in every way, except for these price revisions, and since a new edition of the book will not be completed for some time, this combination will give purchasers of the book up to date price coverage.

If you haven't ordered the Pattern Book for some time, be sure to do so now. Suggested retail price is still $10.00.

ASDA 1968 STAMP SHOW HUGE SUCCESS

"The 20th annual National Postage Stamp Show, held for the first time in the new Madison Square Garden Center, was an outstanding philatelic success and surpassed expectations of both the sponsoring American Stamp Dealers' Association and the Garden management." This direct quote is from a news release by National Postage Stamp Show manager Phillip F. Robbins.

Representatives of the Whitman Hobby Division attended the 1968 ASDA Stamp Show and manned a large display featuring the complete line of Whitman stamp products and selected coin collector items. There were over 47,000 paid admissions to this show and it seemed as if most of them stopped at the Whitman booth to inspect the products on display. We were pleased to hear so many enthusiastic comments regarding the items shown. Some of the collectors stopped to say that they wished their local dealers and shops carried these items, as they were unavailable in their area. The Whitman stamp line seems to offer exactly what collectors are looking for. If the complete line is not being offered in your locality, both jobbers and dealers are missing this important potential and profitable market.

Reed fans enjoyed talking about basketball.

Part of the Whitman display featured frames showing award winning stamp products.

Western Publishing Company's Whitman booths at the show were the scene of a great deal of excitement generated by the scheduled visit of Willis Reed, Captain of the New York Knickerbockers basketball team. Mr. Reed was on hand Saturday afternoon to autograph complimentary Whitman Pocket Stock Wallets. People from all walks of life literally mobbed the Whitman area to obtain Reed's autograph. The onrush was so strong that at times tables collapsed, partitioned walls were moved out of position, and displays were disrupted. The innovation was one of the highlights of the entire show.

The Whitman display proudly featured this Company's International Award winning publications in specially prepared display frames. In the past two years Whitman has been awarded eight citations for excellence in presentation of a philatelic subject: WORLDWIDE WATERMARKS and PERFORATIONS—No. 6721 won a bronze medal at AMPHLEX in Holland, 1967, and a silver diploma at EFIMEX in Mexico, 1968.

IDENTIFY YOUR STAMPS—No. 6723 won a gold award at the APS in Rochester 1968, a silver vermiel at PRAHA, Czechoslovakia, 1968, and a silver diploma at EFIMEX in Mexico, 1968.

GIBBONS-WHITMAN STAMP MONTHLY—won a silver vermiel award at PRAHA, Czechoslovakia, 1968, and a bronze award at EFIMEX in Mexico, 1968.

Willis Reed autographed thousands of items for people of all ages at the ASDA Show.

GIBBONS-WHITMAN POSTAGE STAMP CATALOGUE VOL. 1—won a bronze award at PRAHA, Czechoslovakia, 1968, and a silver-bronze at EFIMEX in Mexico, 1968.

These popular and fast moving items are high on the want list of all collectors and should be featured by all stamp supply dealers. In effect, they are already pre-sold by publicity and advertising that will draw collectors to your store.

The most sensational new Whitman item on display was a unique set of philatelic playing cards, stock No. 6625. These attractive bridge-size decks of cards show stamps of the United Nations issues (New York) in their authentic colors. Two colored background borders are used, one blue, the other gold ochre. The high-quality decks are packaged in a sturdy plastic case. Enthusiastic comments were voiced by all who viewed them.

These cards are destined to be year-round gift items. Jobbers may order them immediately.

Stamp collectors of all ages crowded the display area wherein the Whitman product line was colorfully arrayed at the great New York ASDA Show.

WHITMAN PLANS EXPANDED COIN LINE

The December 1968 issue was the final edition of Western Publishing Company's *Whitman Numismatic Journal.*

This monthly magazine was started in January of 1964 and continued for a full five years. It was designed to acquaint collectors with the broad range of coin collecting subjects and featured in-depth studies of a wide variety of subjects. Staff members included R. S. Yeoman, Editor-in-Chief, Kenneth E. Bressett, Managing Editor, Neil Shafer and Holland Wallace, Associate Editors. A refund has been made for all unfulfilled subscriptions, as the magazine will not be replaced by any other publication.

The decision to terminate the magazine was based on a company-wide expansion program designed to concentrate full efforts on manufacturing and publishing aimed at the mass market. In the future, Company facilities will be used to produce a broader range of numismatic books and hobby products that will accommodate more collectors.

Company officials reported that while the *Numismatic Journal* was a very rewarding project and one that held the respect of all readers, it was limited in its circulation. The new publishing program will be aimed at producing reference catalogs, books, and accessories that a majority of collectors have been seeking for many years.

The first tangible result of the accelerated Whitman program will be the publication of an expanded and updated version of Theodore V. Buttrey's *Catalog of Mexican Decimal Coins.* The new edition, which is slated for release early in 1969, will be titled *A Guide Book of Mexican Coins, 1822 to Date.* This work will be a complete textbook covering in detail all Mexican issues from the beginning of Mexican independence under Iturbide and continuing to the most recent issues. All dates, mints, and major varieties will be recorded for the first time in any publication. A special chapter will be devoted to pattern and experimental pieces. High on the list of useful aspects of the catalog are the current values shown for each coin and a check list of issues by mint.

Additional projects scheduled for future release under the new Whitman program are *A Guide Book of British Commonwealth Coins,* by Robert P. Harris—a continuation of his popular series already in the Whitman line—and publication in book form of an expanded version of Zander H. Klawans' *Coins of the Roman Republic,* which ran as a series in the *Whitman Numismatic Journal* since 1964. A number of other important reference books are also in the planning stage, and a careful study is being made of the entire accessory field in an effort to provide a complete line of coin hobby items.

A growing interest in coin collecting, particularly among new collectors, has sparked Western's decision for the accelerated expansion in this direction. Two years ago the Whitman organization also entered the stamp collecting field and now features a nearly complete line of both stamp and coin accessories.

COIN MOUNTS (CONTINUED)

The Whitman 2" x 2" Coin Mounts are packaged in a convenient "hang-up" type storage box that takes up minimum space on pegboard displayers. They are packaged 25 to each box and are in an assortment of six different sizes. The suggested retail price is 49¢ per box. Stock numbers are as follows:

9180—cent size
9181—nickel size
9182—dime size
9183—quarter size
9184—half dollar size
9185—dollar size

All foreign coins corresponding approximately to these U.S. sizes can be nicely accommodated by these holders.

The old style E-Z Seal holders, formerly in the Whitman line, are no longer available.

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Coin Editor ..... Ken Bressett
Stamp Editor ..... Erv Felix

Available without charge to all of our dealer friends, to better acquaint you with the Whitman coin and stamp supply lines and to assist you in merchandising our products.

Whitman coin and stamp supplies are available through special jobbers conveniently located in every trade area. Names of jobbers in your locality will be sent upon request.

FIRST CLASS MAIL

RETURN REQUESTED